

## CLAIMS

1. (Previously presented) One or more computer-readable media comprising computer-executable instructions for performing the following to achieve automated provisioning for a mobile wireless device in a mobile wireless communications network support system:

receiving subscriber personal information from the mobile wireless device; based on the subscriber personal information received, automatically determining whether to provision services for the mobile wireless device;

receiving an indication of the one or more subscriber-desired services, wherein the one or more subscriber-desired services are selected by the subscriber via an electronic user interface, wherein the electronic user interface comprises a user interface presented by the mobile wireless device, wherein the mobile wireless device initially has no non-emergency services provisioned on a mobile wireless communication network supported by the wireless communications network support system;

translating the indication of the one or more subscriber-desired services into associated provisioning directives; and

sending the associated provisioning directives to provisioning elements within the wireless communications network support system to achieve provisioning for the one or more subscriber-desired services.

2. (Original) The one or more computer-readable media of claim 1 wherein the electronic user interface comprises a web browsing user interface.

3. (Previously presented) The one or more computer readable media of claim 1,

wherein the associated provisioning directives are sent to provisioning elements behind the wireless communication network from the perspective of the mobile wireless device.

4-5. (Canceled)

6. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise an enhanced service.

7. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise a ring tone feature.

8. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise enrolling in a transactional electronic payment system for premium services.

9. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise subscribing to an online office.

10. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise subscribing to an image center.

11. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise game functionality.

12. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise text messaging functionality.

13. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise unified messaging functionality.

14. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise subscribing to a subscription-based assistance program.

15. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise purchasing equipment insurance.

16. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise enrolling in a mobile to mobile minutes plan.

17. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprise voice activated dialing.

18. (Previously presented) The one or more computer-readable media of claim 1 wherein the one or more subscriber-desired services comprises purchasing accessories.

19. (Previously presented) A method of automated provisioning for a mobile wireless device in a mobile wireless communications network, the method comprising:

receiving subscriber personal information from the mobile wireless device; based on the subscriber personal information received, automatically determining whether to provision services for the mobile wireless device;

receiving an indication of the one or more subscriber-desired services, wherein the one or more subscriber-desired services are selected by the subscriber via an electronic user interface, wherein the electronic user interface comprises a user interface presented by the mobile wireless device, wherein the mobile wireless device initially has no non-emergency services provisioned on the mobile wireless communication network;

translating the indication of the one or more subscriber-desired services into associated provisioning directives; and

sending the associated provisioning directives to provisioning elements within the mobile wireless communications network to achieve provisioning for the one or more subscriber-desired services.

20. (Canceled)

21. (Previously presented) An automated activation and provisioning system for achieving automated activation and provisioning for a mobile wireless device in a mobile wireless communications network, the system comprising:

means for receiving communications from a wired web whereby a subscriber can select desired services via a web interface;

means for receiving wireless communications from the mobile wireless device, the mobile wireless device initially having no non-emergency services provisioned on the mobile wireless communication network, the wireless communications having been entered into a user interface of the mobile wireless device, the wireless communications comprising an indication of the desired services and subscriber personal information;

means for determining whether to provision the desired services for the mobile wireless device based on the subscriber personal information received from the mobile wireless device; and

means for translating the desired services into associated provisioning directives, wherein the means for translating is shared by the means for receiving communications from the wired web and the means for receiving communications from the mobile wireless device.

22. (Previously presented) One or more computer-readable media comprising instructions for performing the following to activate an unactivated mobile wireless device with respect to a mobile wireless communication network:

receiving user personal information associated with a user from an unactivated mobile wireless device, the unactivated mobile wireless device initially having only emergency services provisioned on the mobile wireless communication network, the user personal information having been entered by the user into a user interface presented by the unactivated mobile wireless device;

based on the user personal information received, automatically determining whether to provision services for the unactivated mobile wireless device;

receiving an indication of services desired by the user wirelessly from the unactivated mobile wireless device, the desired services having been selected by the user using the interface presented by the unactivated mobile wireless device;

translating the indication into provisioning directives operable to provision the services; and

sending the provisioning directive to provision the services.

23. (Withdrawn) A method for a mobile wireless network to activate an unactivated mobile wireless device, the method comprising:

establishing a wireless connection between the unactivated mobile wireless device and a user interface generator operable to receive from the unactivated mobile wireless device an indication of services desired, and user personal information associated with a user of the mobile wireless device;

based on the user personal information received, automatically determining whether to activate the unactivated mobile wireless device, the unactivated mobile wireless device initially having no non-emergency services provisioned on the mobile wireless network;

if the determination is to activate the unactivated mobile wireless device, in software, translating the indication of services desired to appropriate provisioning directives; and

sending the provisioning directives to appropriate elements within the mobile wireless network to effect automated activation and provisioning for the unactivated mobile wireless device.

24. (Withdrawn) A method of distributing a mobile wireless device, the method comprising:

placing indicia of information for activating the mobile wireless device with a distribution package comprising the mobile wireless device, wherein the mobile wireless device initially has no non-emergency services provisioned on the mobile wireless communication network;

directing the unactivated mobile wireless device to a Uniform Resource Locator ("URL") configured to provide an interface to an automated system; and

upon receipt of the indicia in the automated system via the interface provided by the URL, activating the mobile wireless device, wherein receipt of the indicia is achieved by displaying the interface provided by the URL in a web browser interface or a user interface of the mobile wireless device.

25. (Withdrawn) The method of claim 24 wherein the indicia is associated with a distributor, the method further comprising:

upon receipt of the indicia, recording an indication that a commission is to be paid to the distributor.

26. (Withdrawn) The method of claim 24 wherein receipt of the indicia comprises receipt of the indicia by a computer system having a translation engine

operable to translate one or more user-desired services to associated provisioning directives.

27. (Withdrawn) In an unactivated mobile wireless device, a method of connecting to a server computer to activate the unactivated mobile wireless device, wherein the unactivated mobile wireless device is not recognized by a mobile wireless network as being associated with a subscriber of the mobile wireless network, the method comprising:

connecting to a gateway operable to forward communication to the server computer;

accepting input from a user of the unactivated mobile wireless device, via an electronic user interface presented by the unactivated mobile wireless device, the input specifying a plurality of selected service options related to activation; and

forwarding the input to the server via the gateway to effect activation of the unactivated mobile wireless device and provisioning the mobile wireless network with the plurality of selected service options.

28. (Canceled)

29. (Withdrawn) A method of receiving activation directives to activate a mobile wireless device in an automatic activation system, wherein the mobile wireless device initially has no non-emergency services provisioned on a mobile wireless communication network, the method comprising:

in the system, receiving at least one activation directive originating from actions by a user of the mobile wireless device via the mobile wireless device; and

in the system, receiving at least one activation directive originating from a non-wireless web browser system.

30. (Withdrawn) A method of receiving activation directives in an automatic activation system, the method comprising:

presenting a series of user interfaces at a wireless mobile device to receive user selections for completing activation of the wireless mobile device, the user interfaces comprising a user interface for selecting voice services, wherein before the presentation of the series of user interfaces at the wireless mobile device, the mobile wireless device has no non-emergency services provisioned on a mobile wireless communication network; and

receiving user selections from the user interfaces presented at the wireless mobile device.

31. (Withdrawn) The method of claim 30 wherein the user interfaces comprise a user interface for subscribing to a digital cash service.

32. (Withdrawn) The method of claim 30 wherein the user interfaces comprise a user interface for purchasing accessories for the digital mobile device.

33. (Withdrawn) The method of claim 30 wherein the user interfaces comprise a user interface for subscribing to an instant messaging service.

34. (Cancelled)

35. (Previously presented) The one or more computer-readable media of claim 1, wherein determining whether to provision services for the mobile wireless device comprises performing a credit check using the subscriber personal information.

36. (Previously presented) The one or more computer-readable media of claim 1, further comprising computer-executable instructions for:

presenting terms and conditions for payment related to the one or more subscriber-desired services to the mobile wireless device;

receiving an indication of acceptance of the terms and conditions for payment from the mobile wireless device; and

conditioning the provisioning for the one or more subscriber-desired services on the receipt of the indication of acceptance of the terms and conditions for payment from the mobile wireless device.

37. (Withdrawn) The method of claim 30 wherein the user interfaces comprise a user interface for selecting a rate plan from amongst a plurality of rate plans.